

IN THE CLAIMS

The following is a complete listing of the claims:

1. (Previously Presented) A method for facilitating computer based access to a location on a network by a consumer witnessing a presentation at a consumer viewing site that is broadcast to the consumer over a broadcast network at the consumer viewing site, which broadcast is operable to make available to a plurality of consumers the presentation, comprising
5 the steps of:

providing a visual cue as a part of and during a broadcast presentation apparent to the consumer at the consumer viewing site and indicative of a relationship between the visual cue and the presence of the location on the network that will attract the consumer's attention, the visual cue provided in close association with the occurrence of a control signal that is part of and
10 provided during the broadcast presentation and which control signal is in association with the visual cue, wherein the visual cue and control signal are part of the broadcast before transmission thereof over the broadcast network;

releasing the control signal in conjunction with the broadcast presentation such that it will be part of the broadcast presentation, the step of releasing occurring during the
15 presentation broadcast;

providing at the consumer site a computer having an input device responsive to the control signal; and

controlling the computer in response to release of the control signal by the step of recognizing the control signal with the input device and then extracting the control information
20 contained in the control signal to enable and control the computer to access the location on the network upon both the appearance of the visual cue and receipt of the control signal during the broadcast presentation, which control is facilitated from the presentation broadcast with no user intervention.

2. (Original): The method of Claim 1, further comprising the step of:
attracting the consumer's attention to the computer for interacting with the location on the network in association with the access thereto.

3. (Previously Presented): The method of Claim 1, wherein the step of providing a visual cue precedes the step of releasing the control signal.

4. (Previously Presented): The method of Claim 1, wherein the step of releasing the control signal precedes the step of providing a visual cue.

5. (Previously Presented): The method of Claim 1, wherein the steps of providing the visual cue and releasing the control signal occur simultaneously.

6. (Previously Presented): The method of Claim 5 wherein the steps of providing the visual cue and releasing the control signal occur within a defined interval of time.

7. (Previously Presented): The method of Claim 1, comprising the step of:
animating the visual cue during its appearance wherein the animation is accompanied by the control signal.

8. (Original): The method of Claim 7, comprising the steps of:
detaching one or more moving segments from a stationary portion of the visual cue; and

traversing a path with each detached segment about the stationary portion of the
5 visual cue to a predetermined position adjacent thereto.

9. (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an alphanumeric character and the moving segment resembles a punctuation mark.

10. (Original): The method of Claim 8, wherein the stationary portion of the visual cue forms an iconic figure and the moving segment resembles an element of said iconic figure.

11. (Previously Presented) The method of Claim 1, wherein the step of releasing a control signal comprises the step of:

providing an audible sound signal as a part of the broadcast presentation having a recognizable characteristic that is identifiable by the input device on the computer each time it occurs, the sound signal comprising the control signal.

12. – 14. (Canceled)

15. (Previously Presented) The method of Claim 1, wherein the step of releasing a control signal comprises the step of:

providing a light signal having a recognizable characteristic that is identifiable by the input device on the computer each time it occurs, the light signal comprising the control signal.

16. (Previously Presented): The method of Claim 1, wherein the visual cue includes a logo.

17. (Previously Presented): The method of Claim 1, wherein the broadcast presentation witnessed by the consumer includes a program having audio and video content.

18. (Previously Presented): The method of Claim 1, wherein the broadcast presentation witnessed by the consumer includes a broadcast communication having audio and video content.

19. (Previously Presented): The method of Claim 1, wherein the broadcast presentation witnessed by the consumer includes a live presentation.

20. (Previously Presented): The method of Claim 1, wherein the broadcast presentation witnessed by the consumer includes a recorded presentation.

21. - 37. (Canceled)

38. (Previously Presented) The method of Claim 1, wherein the step of releasing the control signal occurs via the broadcast presentation.